



## POSTGRADUATE DIPLOMA IN INTERNET MARKETING & ONLINE PR (Dip. Internet Mkt. & Online PR.) With Google Adwords, SEO, Social Media, E-Commerce Modules and Arranged Work Experience

Please find enclosed the details you requested in reference the above course. The course starts in **27th March 2012**.

- Fitzwilliam Institute is part of an established group of companies training over **3,000 people each year** and benefiting from over **25 years experience** in the training area.
- The Postgraduate Diploma in Internet Marketing & Online Public Relations is a **Practical, Interactive and Case Study Based** programme delivered by Industry Professionals.
- This course model has been run for over **18 years** and has been hugely successful.
- Over **95%** of Postgraduate Course Participants in the last year were in **jobs** at the end of the Arranged Work Experience module.
- Past Course Participants are working in **Interleado, Homewise.ie, Webresults.ie, Ashville Media, Radical, Eighty Twenty, Hot Press, Electric Media, Mediaworks, MEC Global, Gravitare, Bodysmart.ie, Bluecube, Ovation, Verve Marketing, Creative Events, Synergy Project Management, Special Olympics, Diffusion Events, Ogilvy One, Cawley Nea, MCD** etc.
- The course runs for 10 weeks in-class followed by **10 weeks arranged work experience**.
- The course is accredited by the **Association of Advertisers in Ireland**. AAI is an independent organisation offering certification worldwide.
- The course will be run in **Dublin City Centre**, near to Busaras, the DART and the Luas.
- The fee for the course is €3,850 plus €190 for the Advertisers Association of Ireland examination fees. Fees may be paid by Cheque, Bank Draft, Credit Card, Laser Card, Bank Transfer or online at [payments page](#) through PayPal which is a safe, fast and secure method of payment.

If you wish to be considered for this course please telephone us on **(01) 283 4579** or email us at [info@fitzwilliaminstitute.ie](mailto:info@fitzwilliaminstitute.ie) to arrange a Consultation in the **City Centre** or at our offices in **Blackrock**. Early application for this course is advised as places are **limited**.

Yours sincerely,

**Noel Murphy**  
Director

The Fitzwilliam Institute Group closes on Bank Holidays and for a number of days at Christmas and New Year. The Fitzwilliam Institute Ltd. reserves the right to postpone, cancel or alter courses without notice or to change any of the details in this web page. Fees are not refundable unless the course is cancelled by the Fitzwilliam Institute Ltd.

## BROCHURE

### POSTGRADUATE DIPLOMA IN INTERNET MARKETING & ONLINE PR (Dip. Internet Mkt. & Online PR.) With Google Adwords, SEO, Social Media, E-Commerce Modules and Arranged Work Experience

#### INTRODUCTION

Online Marketing and Public Relations is a career to which many aspire. On the management or client handling side it requires an analytical and focused mind, on the creative side an original but disciplined mind and in media planning, precision and negotiating skills. The Postgraduate Diploma in Internet Marketing and Online PR gives participants a practical training in all the essentials of online advertising and allied areas together with arranged work experience. Almost €800 million is being spent on advertising in Ireland each year across a myriad of media types.

#### COURSE CONTENT

##### MARKETING

**Introduction:** Introduction to Marketing and the Marketing Concept; Barriers to Marketing Implementation; The Marketing Environment - Political, Economic, Social and Technical Factors; The Market Information System; The Market Research Process - Collecting and Analysing Data; Reporting the Findings.

**Practical Activity:** Develop a Marketing Research Brief to identify Strategic Goals within the marketing environment.

**Marketing Management:** Marketing Management and Planning; Organisation and Management of the Marketing Department; Corporate Planning; SWOT Analysis, Competitor Assessment and Business Strategy; Product Portfolio Planning - Models and Management; Developing a Marketing Plan - Implementation and Control; Market Segmentation, Targeting and Positioning.

**Practical Activity:** Write a Marketing Plan to collate all Marketing Activities, Targeting, and Positioning.

**Brand Management:** Brand Management, Strategy and Competitive Advantage, Consumer – Brand Relationship. The Branding Cycle, Brand Positioning and Stretching. Brand Equity and Valuation. Research Methodologies and Tracking Studies.

**Practical Activity:** Write a brief on how Competitive Advantage can be built through Branding, Positioning and Marketing.

##### ONLINE MARKETING

**Search Engine Optimisation (SEO):** The Content Factor, Search Engine Algorithms, Impart, Spamming, Online Advertising, Keyword Strategy, Link Relevancy, Ranking by Ethical Means. Practical Exercise -BMW Case Study. Search Engine Link Management: White Hat Optimisation, Link Exchange, Web Directories, Long Term Online Planning, Web Analytics, Web Page Tagging, Server Log File Interpretation, Building Quality Links, Link Farms and Link Exchanges, Site Maps.

**Practical Activity:** Discuss Case Study to understand how SEO is effectively used in an organisation.

**Analysing the Web:** Hits, Page View Analytics, Recording Visitor Statistics, Time of Visit, Keyword Phrase Used, IP Address Information, Arrival and Exit Pages, Logfile versus Page Tagging, Click Tracks and Google Analytics, Benefits of Web Analytics.

**Practical Activity:** Develop a long term online plan to highlight all web analysis activities.

**The Google Factor:** Google Adwords features; Adwords Policies; Google Adwords Distribution; Google Adwords Pricing and Ranking; Position Performance; Google Account Creation and Navigation; Google Keyword Matching; Google Location Targeting; Google Text Ad Creation; Google Reports, Analytics and Conversion Tracking.

**Practical Activity:** Devise and Manage an Adwords Campaign to understand Targeting, Keyword Matching, Pricing and Ranking.

**Authority Sites:** Definition, Authority Site Formula, Visitor Optimisation, Contact Optimisation, Creative Marketing, Anatomy of an Authority Site, General Domains, Sub Domains, Creating an Effective Authority Site, RSS Feeds, Interactivity Onsite, Consistency, Points to Blog.

**Practical Activity:** Create an effective Authority Site.

**Keyword Management:** Key - Genetic Modifiers, Location, Price, Types, Industry Specific, Keyword Tools. Keyword Phrase Research, Keyword Buying Phrases, Focused Product Related Pages, The Tier System and Keyword Evolution, Choosing Keyword Density, Effective Keywords, and Regionalisation of Keywords.

**Practical Activity:** Write a keyword management brief to illustrate its importance in SEO

**Factors Influencing Optimisation:** Domain Name Selection, Inbound Linking and the Anchor Text Factor, Landing Page Optimisation, Spiders, Crawlers and Robots, Principals of Attracting Robots, Maximising your Title Tag, Head and Meta Tag Content, Opening Paragraphs, Use of Formatting Tags to Attract Robots, Posting your Site to Search Engines, Reposting After Changes.

**Practical Activity:** Prepare a web optimisation plan to outline all influencing factors

**Promoting your Website:** RSS Feeds, Public Relations Writing, Articles and Press Releases, Web Public Relations Campaign Management, Articles and Print Media, Press Release Writing, Successful Article Writing, Effective Press Releases, Media Outlets, Outsourcing, Dealing with Distribution Companies, Frequency of Press Releases and RSS Feeds.

**Practical Activity:** Develop an E-PR Campaign and write a featured article to be submitted on the web.

**Writing for the Web:** Creative Writing for the Web, Writing for your Client, Relevant Content - Importance of, Simple versus Complex Messages, Keeping a Natural Flow to your Content, Optimising Content, Keyword Management, When to use Key Words, Ratio of Prose to Keywords, Importance of Homepage Content, Images and Art Text, Importance of Spell Checking, Using a Copywriter.

**Practical Activity:** Write Optimising content for a website to understand how to best reflect the concept of Content, Images and Text.

## **PUBLIC RELATIONS**

PR Defined; Its Role within the Promotional Mix; PR Techniques and Methodologies - Press Relations, Public Affairs, Lobbying, Press Releases, Broadcasting, Photography, Literature and Printing; Crisis Management, Contingency Planning and Corporate Image; PR Planning - Setting Objectives, Budgets, Proposals; Fundamentals of Sponsorship; Types of Sponsorship - Sports, Cultural, Education and Charity; The Sponsorship Management Programme - Objectives, Selection, Budget, Agency and Event Management; Measurement of Effectiveness.

## **ONLINE PUBLIC RELATIONS**

**The Social Media Landscape:** Blogs, Microblogs, Chatrooms, Delicious, Email, Flickr, Twitter, Instant messaging, Message Boards, Mobile Internet, New Media Releases, Online Conferencing, Online Surveys, Pay per click, Podcasts, RSS, Search Engines, SEO, Social Networking Service Sites, Video Sharing, Virtual worlds, VoIP, Wiki and Widgets.

**Practical Activity:** Create a Social Networking PR Campaign for an Established Brand.

**The Internet as a Media:** Commercial Implications of the Internet, Social Interaction with the Internet, Web 2.0 and its Implications, Internet Convergence, the Network Effect, Internet Information Exchange, Internet Audience Size and Exposure, Internet Culture and Communication, Transparency and the Internet.

**Practical Activity:** Create a Strategic Client Plan which Identifies the difference between the uses of the Internet as PR Media and traditional PR Strategies.

**Online PR building blocks:** Online Communications Platforms, Online Communication Channels, Online Communication Mediums, Interactivity and Application of Communication Channels, Policy, Optimisation, Monitoring and Evaluation of Online Communications Channels, Online Communications Channels Planning and Implementation.

**Practical Activity:** Develop an Online Communications Strategy for a client scenario and indicate how it adds benefit to a traditional communications strategy.

**Social Media and PR strategy:** Local versus Global Communication, Landscaping Platforms, Channels and context, Online PR Organisational Analysis and Segmentation, Developing Online PR Strategies, Online PR Tactics and SEO considerations, Online PR Planning, Managing Online PR Risk and Opportunities.

**Practical Activity:** Identify Online PR tools for a client brief and indicate the added value to a traditional PR Campaign.

**Online Influences on Present PR Practices:** Internet influence on News, Internet Journalists, Economics of Online News Production, Internet Critics and other influences, the PR Practitioner as an Online Publisher, Ethical Internet PR, Truthfulness and Duty of Care, Online Ethics, Debate, Guidelines and Best Practice.

Monitoring and Evaluation of Social Media Discourse, Trends and Value. Policy Influences, corporate speak. Implications of Social Media for Corporate Social Responsibility.

**Practical Activity:** Create and compare an online CSR Plan and identify the fundamental benefits versus a traditional CSR Plan.

## Google Adword Management

### Google Adwords

Google AdWords and Online Advertising: The Basics, Tour of Google AdWords Environment, Creating and Managing a Google AdWords Account, Building an Google AdWords Campaign, Keyword research and tools, Creating compelling Google Adwords adverts, Managing a Google Adwords Campaign, Tracking Google Adwords advert performance, Google Analytics, Split Testing, Website performance optimisation, Managing Multiple Accounts.

### Google AdSense

Introduction to Google AdSense, Setting up an account, Building a content-rich website, Designing a content advert, AdSense for Search, AdSense options, Tracking AdSense performance, AdSense Reports.

### Search Engine Optimisation

Introduction to Search Engine Optimization: How people search the web, Determining your objectives and defining your site audience, Planning your SEO campaign, Keyword Generation, Adding Content and Meta Tags, Link Building, Developing an SEO Friendly Website, Optimizing your site for Major Search Engines, Submitting your website URL to Search Engines, Local Business Listings, Pay Per Click and Google AdWords, Measuring your results – Web Metrics, Things to that might adversely affect your SEO, Working with SEO Plug-Ins

### Social Media

Introduction to Social Media and Social Networking, How Social Media is transforming the way we do Business, Facebook, Twitter, YouTube, Bebo and MySpace, LinkedIn, Flickr and Picasa, Blogs and Blogger, MeetUp and Ning, Second Life, Social Bookmarking – Delicious, Digg and StumbleUpon, Running a Social Media Marketing Campaign, Measuring the Success of Social Media Marketing, *Social Media Marketing - Case Studies*

## ADVERTISING

**Strategic:** Introduction to Advertising; Representative Bodies; Codes of Practice; Relationship between Advertising, Advertisers, Media and PR; Advertising Agency - Structure, Appointment, Remuneration and Evaluation; Strategic Development and the Creative Process.

**Creative:** Creativity in Advertising; The Creative Process - Themes, Rational and Emotional Motives to Purchase; Integration of Direct Marketing Concepts into Creative Strategy; Testing Creative Effectiveness; Campaign Creation and Development - Key Procedures, Considerations and Methodologies; Exploring Opportunities for Integration with other Communication Techniques - Sponsorship, PR, Sales Promotion, Direct Marketing and E-Commerce.

**Media:** Media Planning Process - Media Options, Identification and Critical Analysis; Budgeting for Media Choice and Scheduling; The Role of Media in the Advertising and Promotional Mix; The Media Buying Department - Form and Function; Media Classes and Vehicles, Structure, Characteristics, Planning, Evaluation and Scheduling; The Media as Relationship Builders - Growth and Effect; Introduction to the New Media - Internet, Interactive TV and Electronic Multimedia.

**Campaign Management:** Formulating Strategic Advertising Campaigns to support Branding, Segmentation and Positioning Strategies; Campaign Research and Evaluation of Effectiveness - Pre and Post Testing Techniques; Understanding Consumer Behaviour and Market Research in Advertising Composition; Integrated Marketing Communications - Definition, Key Features and Benefits.

## E-COMMERCE - Website Creation

The Business of E-Commerce; Website Creation and Design; Macromedia Dreamweaver - Page Creation and Preview; Formatting and Layout; Images; Tables and Frames; Setting up Links and URL's; Libraries, Templates, Forms, Behaviours and Timelines; Publishing and Site Management; Script Development; HTML Development; Formatting, Links, Frames and Tables; Images and Animation; Usability - Design and Layout Guidelines; Site Uploading - File Transfer Protocol.

## **PRESENTATION SKILLS**

Preparation and Research; Speech Content - Subject Matter and Objectives; Speech Delivery and Variety; Body Language, Eye Contact, etc.; Presentation Aids e.g. Visuals, etc.; Management of Locations and Audiences; Presentation Structure.

## **PRACTICAL APPLICATION**

All course sections include case study examples and practical activities to ensure that key elements are understood and applied. Participants will have the opportunity to prepare real world examples of Event Management and PR proposals, briefs, evaluations, marketing plans etc.

## **Course Project**

The course project is a critical part of the curriculum as it requires participants to apply all practical event management techniques learned in the program. Groups are formed and each group is given the detailed project brief and event requirements. The groups are then asked to present their recommendations to the examiners towards the end of the programme. Practical guidance will be offered throughout the course by lecturers and practitioners to ensure that theoretical learning is translated into practical proposals.

## **Personal Development**

A special feature throughout the programme is the time devoted to the personal development of each individual. This includes an initial personal consultation to assess each individual and to discuss and establish future goals and aspirations. This is followed by careful preparation of Curriculum Vitae so that each participant has a clear and well-presented CV to submit to potential employers. Other key areas in the Personal Development programme include communication skills, assertiveness training and the importance of attitude and motivation. Personal counselling is provided as required throughout the course.

## **Practical Work Experience**

During the second part of the course placements are arranged with companies and organisations that can give course participants practical experience in the work areas in which they want to develop their careers. This phase of the course is closely monitored with regular assessment visits being made to each student and host company supervisor. It is expected that a significant percentage of these placements will lead to employment.

## **Methods of Training**

This course offers practical industry learning through: Lectures, Discussions, Role-Plays, Practical Exercises, Projects, Case Studies, etc.

## **Lecturers**

The Fitzwilliam Institute maintains a panel of qualified and motivated lecturers who work as a team monitoring each student's progress.

## **Application Process - Who Should Apply**

Graduates or mature applicants who are interested in developing a career in Marketing, Internet Marketing, Online Public Relations or Advertising. Selection is based on consultation and academic achievement. Early application is advisable as places are limited. If you wish to be considered for this course please download the application form [here](#) and forward it to us at [info@fitzwilliaminstitute.ie](mailto:info@fitzwilliaminstitute.ie) and contact us on **01 283 4579** to arrange a consultation.

## **Possible Careers**

Career opportunities in Online Marketing exist in the corporate, public and not for profit sectors, on the client side and on the consultancy side. Graduates of this programme may have Internet Marketing & Online PR, as a main or secondary responsibility while also working in another area such as Marketing, Advertising, PR etc. for an organisation. The course takes these possibilities into consideration.

## **Qualifications**

Successful candidates qualify for the Postgraduate Diploma in Internet Marketing & Online PR. The Postgraduate Diploma is awarded at Distinction, Credit or Pass level and is accredited by the Association of Advertisers in Ireland.

## Frequently Asked Questions

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#### Course Specifics

##### ***For how long does the course run?***

Tuition is given Monday to Friday 10am to 4pm, for 10 weeks with the practical work experience phase of the course lasting approximately 10 weeks.

##### ***What is the course fee?***

€ 3,850 to include tuition and in-company monitoring. There is an additional charge of €190 to cover examination costs.

##### ***Where is the course held?***

Courses are held in Dublin City Centre near to bus, Luas and DART lines and all major transport facilities.

##### ***When does the course start?***

Starts on **27th March 2012**, the arranged work experience is completed during this time.

##### ***How many students are on each course?***

Max. 35 in each class

##### ***How many hours outside of class will I need to study?***

This depends on each individual. There is no 'homework' as such other than preparing project presentations.

##### ***Is this a fully comprehensive and fully inclusive course?***

Yes. This Practical Course is designed to enable participants to develop the skills to 'Manage their Marketing Challenges Digitally'. It offers practical and specific case study based modules that can be applied in real world situations.

##### ***Will this course provide me with the skills to take on and create my own website?***

Yes. The course project is aimed at providing you with the confidence and ability to take on and create your own website. The course guides you through the all of the stages of building an optimal site to enable successful search engine marketing and producing a search engine friendly website.

##### ***Will this course help me get into the industry and build a network of contacts?***

Yes. As the course is accredited by the industry and all our trainers are themselves industry professionals, this provides you with direct access and resources within the industry.

##### ***Will I have contact with industry professionals from specialised areas?***

Yes. While all our trainers are Industry Professionals with many years experience, we also have a number of guest speakers from specific areas to speak on the course.

##### ***Am I required to purchase any materials or books for this course?***

No. The course includes comprehensive notes, a course CD Rom as well as a student area of the website from which notes and documents can be downloaded.

#### Application Process

##### ***How do I apply for a course / what is the application process?***

Application for this course is one of consultation. We simply ask you to contact us on (01) 2834579 or e-mail us at [info@fitzwilliaminstitute.ie](mailto:info@fitzwilliaminstitute.ie) and ask to be booked in for a Consultation; we will then arrange a time convenient for you.

##### ***Do I need any previous experience or qualifications to join this course?***

Yes, you need to have a primary degree in any discipline; or be a mature student with industry experience or qualifications. In order to join, you are requested to complete a Consultation to assess if the course is right for you.

***Do I need to send you anything?***

You are requested to bring a copy of your CV with you to the consultation.

***When are the consultations held?***

Telephone consultations take place all day on Wednesday and face to face consultations on Wednesday evenings in Buswells Hotel, in the city centre.

***What do the consultations entail?***

The consultation is a chance for you to speak with a Fitzwilliam Institute representative, for them to run through the course structure and content with you and answer any questions you may have. The consultation should last between 10 to 15 minutes and no preparation is required.

***Following a Consultation, how long must I wait to find out whether I will be accepted on the course?***

If you are successful at consultation, you will receive an offer letter from Fitzwilliam Institute within a week of consultation, giving you instructions on how to proceed.

***When is the deadline to apply for a course?***

As our courses are filled on a first-come-first-serve basis, there is no deadline by which one must apply however as the courses fill up quickly, we do recommend attending a Consultation as early as possible in order to secure your place on that course and to avoid disappointment.

**Course Assessment & Accreditation*****Is this course accredited?***

Yes. This course is accredited by the Association of Advertisers in Ireland (AAI).

***Is it internationally recognised?***

Yes. It is both industry accredited and recognised internationally.

***How are we assessed?***

Through a final written exam and your group project presentations.

***How are the diplomas awarded in terms of grades?***

Successful candidates qualify for the Postgraduate Diploma in Internet Marketing & Online PR (Dip. Internet Mkt. & Online PR.). The Diploma is awarded at Distinction, Credit or Pass level.

**Method of Training*****Method of Training/ How do we differ from others?***

The method we use is one of Practical Skills. A combination of Case Studies, Interactive Group Sessions, Presentations, and Questions and Answers, allows participants to gain invaluable experience of working from briefs, in real-life situations which will prepare them for their future in the industry.

***Who delivers the training/ classes?***

Fitzwilliam Institute maintains a panel of qualified and motivated Industry Professionals, who work as a team of trainers monitoring each student's progress.

***Who is the course aimed at/ will it suit my needs?***

Graduates or mature students who are interested in a career in Internet Marketing & Online PR.

**Placements*****What type of Career Opportunities can I expect?***

Career opportunities in Internet Marketing & Online PR are rapidly increasing. In some cases Internet Marketing & Advertising may be a main job responsibility while other responsibilities may also be held in areas such as regular marketing, advertising, sales promotion etc. In other cases Internet Marketing, PR or Advertising may be a secondary responsibility. The course takes these possibilities into consideration.

***Is the work experience paid?***

The payment of work experience is up to the discretion of the employer. In many cases a minimum salary is provided, however employers are not obliged to do so. The work experience should be viewed as an excellent opportunity to get a foot in the door to the industry.

***Have many past students obtained jobs from the work placements?***

Roughly 98% of all students obtain jobs from their placements however, this is not guaranteed.

***Why would you recommend me to do this course above any other?***

Fitzwilliam Institute is part of an established group of companies training over **3,000** people each year benefiting from over 25 years experience in the training arena.

The approach we use is one of practical skills based training, delivered by people from the industry for the industry. Our courses are recognised internationally and accredited by the industry.

The comprehensive course you are embarking upon is the only one of its kind which provides you with the skills you need to work in the industry and with eight weeks work experience. Over 98% of course participants in the past year have remained in full time employment following this work experience. The course is written by industry professionals; the trainers are active consultants in the industry and have a wealth of industry experience. The institutional recognition of the course is also a major factor.